

Subject:	Web Governance Guidelines
Background:	This document outlines the governance of the Cal Poly Pomona website environment. Web governance refers to the organizational structure of the university's people, procedures, standards, and guidelines to govern the creation and maintenance of the official university web environment.
Objective:	The primary objective of this document is to describe the collaborative centralized governance for the ongoing development, delivery, and maintenance of the Cal Poly Pomona web environment.
Governance Structure:	<p><i>Web Core Team</i></p> <p>The Web Core Team serves as the custodian of the University home page, core sites, and overall look and feel as described in Core Webpage Elements and Features. The team provides guidance and a point of reference, as necessary, in the design of new sites or pages. Oversight of the Web Core Team is provided by the President's Cabinet.</p> <p><i>Web Technical Team</i></p> <p>The Web Technical Team is responsible for implementing graphic designs as templates in the web environment and providing updates and maintenance. The team reports to the Vice President of Information Technology & CIO and collaborates with the Web Core Team.</p>
Web Governance Guidelines:	<p>The university web environment is the sole property of Cal Poly Pomona. While identified faculty and staff have access to edit certain portions of the site, create new content, and remove old content, the website and all its sub-sites remain the property of the university. With multiple web editors managing portions of the website, guidelines are essential to protecting the university's online image.</p> <p>All web pages must be in compliance with Cal Poly Pomona policies and procedures including the Cal Poly Pomona Appropriate Use Policy for Information</p>

Technology. The Web Core Team may review web pages for compliance with these policies and procedures. Content should be maintained and content owners may be notified when content is out of date.

Core Webpage Elements and Features

Core webpage elements include the global and utility navigation bars, homepage audience segmentation bar, global header, page footer, and core landing pages linked to/from the homepage. Ownership of core webpage elements resides with the Web Core Team. All significant web pages should contain the core web page elements. Deviations from the core elements must be approved by the Web Core Team.

Campus Spotlight, Featured Sites, University News, and Upcoming Events are core webpage features that include content that is intended to be updated frequently. Ownership of these core webpage features, and future developments of a similar nature, resides with the Office of Public Affairs.

Accessibility and Responsive Design

The requirement for accessibility and the standard of responsive design are vital in assuring a consistent look and feel for the Cal Poly Pomona web environment.

All web editors should familiarize themselves with and follow the ADA compliance guidelines. As these guidelines provide, alt tags for photos and other images must contain descriptive information appropriate for the visually impaired, videos should include captioning, audio content should be accompanied by a transcript, and all documents must be readable by screen-reader tools. Please reference the university's Accessible Technology website for more information.

All significant web pages should be designed to be responsive. A responsive design allows for best-case viewing on multiple platforms and features. As long as campus templates are appropriately used, pages are automatically optimized for appearance and function on any size device.

Naming Convention

The university has a standard website naming convention of www.cpp.edu/site-name for all campus sites. This is

the format used by nearly all college and department sites and is the site address format that campus users expect. Sites that had a site-name.cpp.edu address prior to the standard being implemented were allowed to retain them. The address format site-name.cpp.edu is used when necessary to meet technical requirements for specific services and applications that require a dedicated server or are part of a cloud hosted solution (i.e.: apps.cpp.edu, catalog.cpp.edu).